

# Automotive Group Embraces Online Marketing and Sells More Cars at Lower Marketing Costs

Pearson Signature Dealerships: Case Study

<http://pearsondealerships.com/>

## The Internet Needed to Be Leveraged Properly

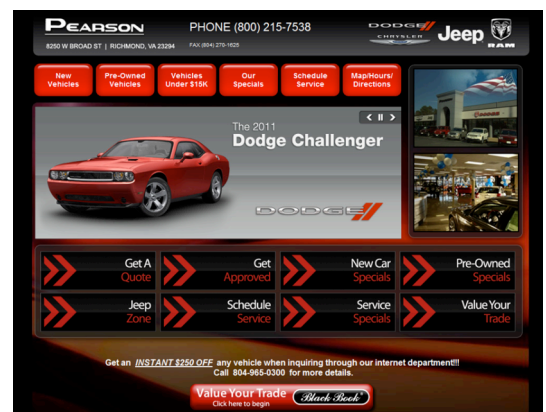
The new and used car sales industry has gone through tremendous change since the emergence of the internet has put so much product information into the hands of the consumer. Where some automotive groups and car dealerships considered the internet the “enemy” in the early days, it became apparent there were ways to leverage online marketing to gain a competitive advantage and sell more vehicles. The Pearson Group saw this opportunity and sought out a marketing firm to guide their energies and maximize their online performance.

## Some Challenges and Objectives

- The Pearson Automotive Group consisted of 13 new and pre-owned vehicle dealerships – all had different websites and all were responsible individually for their marketing activities.
- There was little data available to evaluate performance and which marketing channels were successful or not.
- The levels of knowledge among the dealership General Managers varied greatly.
- The over-arching objectives were to 1) generate more leads, 2) excel within a highly competitive marketplace, 3) sell more vehicles and 4) reduce marketing costs as a % of sales

## Solutions that Achieved Business Objectives

- Identified macro & micro goals to be achieved and measured
- Custom installation of Google Analytics on all websites set up to measure the macro & micro goals
- Optimization of websites and their Google Places profiles
- Tactical use of paid search marketing to increase visibility for those stores who had poor organic visibility
- Development of new websites for all locations
- Improved capture of email addresses and email marketing to communicate incentives and seasonal service offerings
- Responsibly leveraging industry lead generation programs



## Business Results

- Total website traffic increased 24%, most of which came from organic search engine visibility
- Website engagement levels (Bounce Rates, Time-On-Site, Page-views, etc.) increased by 7%
- 32% increase in “engaged” website visitors, including 24% increase in product page-views
- Leads generated directly from the websites increased 20% and total leads increased 22%
- Cost-per-lead decreased by 11%
- New Car unit sales have increased 13% and Pre-Owned unit sales increased 11%



PO Box 998 | Richmond, VA 23113 | 804.200.4545  
[www.WebStrategiesInc.com](http://www.WebStrategiesInc.com)

# **Automotive Group Embraces Online Marketing and Sells More Cars at Lower Marketing Costs**

Pearson Signature Dealerships: Case Study

<http://pearsondealerships.com/>

Page 2

## **What the Client Had to Say**

*"We hired Neal Lappe and WebStrategies in mid-2010 to bring a level of internet marketing expertise to our company with the objective of making sure we are maximizing the internet to improve our brand awareness and increase sales.*

*Over the last 12-months we have achieved many of the objectives initially set out and continue to strive for ever-increasing results. A comparison of the second-half of 2010 with YTD results in 2011, we have seen the following trends*

- *An increase in visitors to our websites overall and through the search engines*
- *Improved website visitor engagement as a result of new website layouts*
- *An increase in internet leads and a reduction in cost-per-lead*
- *A more robust email marketing program*

*Most importantly we have experienced an 11% increase in the average number of vehicles sold per month. While there are a great number of variables that affect unit sales at our stores, there is no doubt the improvements we've made with our internet marketing activities have been a strong contributor. Neal and the WSI team have done a great job developing plans and priorities, and working with our store-level GM's to achieve strong improvements in our internet marketing activities."*

*Bill Biddle, COO of Pearson Automotive Group*



**webstrategies**  
Driving Your Business Success Online



PO Box 998 | Richmond, VA 23113 | 804.200.4545

[www.WebStrategiesInc.com](http://www.WebStrategiesInc.com)